LOVE YOUR

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Introduction and Background... In 2010

- Heart Disease had the highest mortality rate in Mississippi- 26.1% of all deaths
- Behavioral Risk Factor Surveillance System- prevalence of MIs and CAD in MS was 5.4% and 4.4% respectively, the national prevalence was 4.1% for both
- The GOOD News: The top 20 counties in MS for Cardiovascular Disease does NOT include Hines, Rankin and Madison counties... the hard work is paying off!

Women Specific Data:
- Accounted for 49% of the 17,756 people that were hospitalized for heart disease
- 3722 women died from heart disease, greater than the number of white women
- 40,469 women reported having a MI
- 45,094 women reported having CAD
- Survey of the risk factors for developing heart disease, including diabetes, hypertension, hypercholesterolemia, obesity, and being a smoker was conducted.
  - MS women were reported to be higher than the national average in ALL categories.
Goals and Methods of “Love your Heart”

Goals
• Heighten awareness of the signs and symptoms of heart disease
• Inform women how to prevent heart disease and heart attacks
• Conduct a qualitative analysis regarding what participants learned

Methods
• Developed and Conducted a 10-15 minute heart health presentation
  • 58 women received education
• Developed and provided a survey to ask open-ended questions about what patients learned from the presentation
  • 27 women answered the survey questions
• The project was implemented over the course of 3 weeks
Tools: Presentation And Survey

Presentation Included:
• Definition and causes of heart attack
• Cholesterol types
• Signs and symptoms of heart attack
• Risk factors for heart attacks and heart disease: metabolic syndrome, stress and lifestyle habits
• Prevention of heart disease and heart attacks: nutrition, managing blood pressure and cholesterol, stress management, exercise

Survey: Qualitative
• Please tell me what you have learned about heart health, nutrition, exercise
• What else would you like to learn about heart health?
• What other women’s health topics would you like to learn more about in the future?
Results and Discussion: Heart Health

- Cholesterol - 59.3%
  - Difference between LDL and HDL
  - Causes Heart Attacks
  - Can build up in your arteries
  - Increased by fatty foods

- Symptoms of MI - 40.7%
  - Different for men and women

- Risk Factors - 25.9%
  - Metabolic Syndrome
  - Stress can lead to HTN and heart disease

- Function of the Heart - 14.8%
  - Flow of blood of the heart

- Life Style Changes - 14.8%
  - I cut down on my smoking and I need to quit!
  - I need to decrease my cholesterol
  - I need to be aware of the symptoms of MI
  - I’m doing pretty well to prevent heart disease
Results and Discussion: Nutrition

- **Starchy Foods- 52%**
  - Difference between starchy and non-starchy vegetables
  - Corn and beans= starches
  - Decrease/balance starches

- **Portion sizes- 37%**
  - Plate method
  - Have several small meals per day

- **Sodium- 18.5%**
  - Decreasing-helps decrease blood pressure
  - Look at the labels
  - Decrease intake
  - Cook with salt and do not add

- **Lifestyle comments- 22.2%**
  - I need to decrease the amount of starches and carbohydrates I eat
  - I need to decrease the my salt!
  - I will drink more water
  - I need to work on my portion sizes
Results and Discussion: Exercise

- Exercise Comments - 37%
  - Exercise helps my heart
  - I’m supposed to exercise 20-30 minutes, 3-5 times per week
  - I need to increase my heart rate
  - Don’t be sedentary!
  - What I’m doing is helping me

- Lifestyle Comments - 26%
  - I need to increase my exercise
  - It looks like I’m doing well!
  - I’m going to start walking
  - It’s only 30 minutes a day... I can do that!

Information Gained about Exercise (Percent)

- Exercise: 37%
- Lifestyle: 26%
Recommendations and Future Direction

• Educational Opportunities
  • Nutrition- Portion sizes and starches vs. non-starches
  • Cholesterol’s affects on the cardiovascular system
  • Difference between Stroke and Aneurysm- 1 person knew that a clot in the brain causes a stroke

• Health literacy should be considered when educating
  • Use reading level of <5th grade and parallel with medical terms
    • Improve the likelihood that patients understand and follow health recommendations
  • Always provide explanations- human nature is to ask, “why”
  • Several of the women commented on how easy it was to understand the presentation and the explanations provided.

• Topics of Interest
  • Women’s health topics- 48% of the topics of interest
    • Breast, cervical and ovarian Cancers and cysts, hysterectomies, abnormal pap smears, breast feeding, communicating with partners about STIs, menopause
  • Diabetes, colon cancer, types of lung cancer, kidney disease, COPD, obesity, thyroid
Conclusions

• The “Love your Heart” presentation was successful in reaching it’s goals
  • Women learned the signs and symptoms of heart disease and MIs
  • Women learned the risk factors for developing heart disease
  • They learned how to prevent heart disease

• Women were very receptive to the education that was provided

• Health literacy is an important factor to keep in mind when educating the community
Resources

- Mississippi State Department of Public Health